

## California Tobacco Control Program Statewide Training and Technical Assistance Providers

The California Tobacco Control Program (CTCP) funds a variety of statewide technical assistance projects to provide highly specialized support to local tobacco control programs working on all kinds of tobacco control issues. These projects provide direct education and assistance, as well as training to build the capacity of local programs and coalitions. Training and support provided by these partners contributes greatly to the implementation of tobacco control activities that are evidence-based and protect individuals and communities across the state. Technical assistance is the engine powering social change across California, from playing a key role in the uptake of a single policy, to facilitating the adoption of hundreds of tobacco control policies statewide. For more information on CTCP's technical assistance model, philosophy and successes, see [Health Promotion Practice](#) (PDF, New Window).

Agency/Project	Audience Served	Services Provided
California Youth Advocacy Network Public Health Foundation Enterprises <a href="http://www.cyanonline.org">http://www.cyanonline.org</a> Established: 1997	Youth advocates, school tobacco use prevention coordinators, local health departments, community-based organizations, youth coalition coordinators, colleges and universities, military health professionals, and college health professionals	<ul style="list-style-type: none"> <li>▪ Coordinate a statewide youth coalition and youth board</li> <li>▪ Manuals, sample policies, and campaign materials</li> <li>▪ Technical assistance via telephone, email, Skype, Facebook, Twitter, in-person, and webinar trainings on topics that include: youth and adult partnerships, youth development principles, recruitment and retention, coalition building, development of social media</li> </ul>
Center for Tobacco Cessation University of California, San Diego <a href="http://centerforcessation.org">http://centerforcessation.org</a> Established: 2007	Local health departments, community-based organizations, coalition members, health care providers, and anyone wanting to learn more about tobacco cessation	<ul style="list-style-type: none"> <li>▪ Technical assistance via online and in-person trainings (Topics include development of a comprehensive cessation strategy, evidence-based behavioral treatments, tobacco cessation in special populations,</li> </ul>

		<p>promotional approaches to increasing cessation, and evaluation of cessation programs)</p> <ul style="list-style-type: none"> <li>Tools and print resources on cessation pharmacotherapy, how to help patients quit, and marketing cessation services</li> </ul>
<p>The Center for Tobacco Policy and Organizing American Lung Association of California <a href="http://www.center4tobaccopolicy.org/">http://www.center4tobaccopolicy.org/</a> Established: 2004</p>	<p>Local health departments, community-based organizations, and coalitions funded by CTCP</p>	<ul style="list-style-type: none"> <li>Publications summarizing local, state, and federal tobacco legislation, tobacco industry political contributions to state elected officials, and policy tools</li> <li>Campaign consultation, meeting facilitation, media advice, message crafting; and local and regional training topics which include: community organizing, using the Midwest Academy's strategy chart, coalition building, and recruiting campaign activists</li> </ul>
<p>ChangeLab Solutions/Tobacco Control <a href="http://changelabsolutions.org/tobacco-control">http://changelabsolutions.org/tobacco-control</a> Established: 1998</p>	<p>Advocates, local health departments, community-based organizations, health professionals, government attorneys, and elected officials in California</p>	<ul style="list-style-type: none"> <li>Model policies, legal guides, and frequently asked questions</li> <li>Legal research for the purpose of informing policy strategies</li> <li>Individual consultations via email and telephone and in-person trainings and webinars are used to provide tailored support throughout the process of policy development. Topics include: secondhand smoke, tobacco retail licensing, tobacco self-service displays,</li> </ul>

		<p>tobacco sponsorships, and tobacco marketing</p> <ul style="list-style-type: none"> <li>Services provided by ChangeLab Solutions do not constitute legal advice and ChangeLab Solutions does not enter into attorney-client relationships</li> </ul>
<p>Capacity Building Network CTCP Established: 2007</p>	<p>Local health departments, community-based organizations, and statewide projects funded by CTCP</p>	<ul style="list-style-type: none"> <li>CTCPeers: Facilitated listserv coordinated by Emory University. CTCP-funded projects ask their peers questions. Responses are summarized and posted on Partners</li> <li>Consultants: Brief and in-depth consultation provided electronically and in-person by subject matter experts including: working with racial/ethnic, LGBT, and behavioral health communities; coalition development; and grant writing</li> <li>Training: Workshops, conferences, and webinars focused on cultural competency, and rural, racial/ethnic, LGBT, low income, and behavioral health populations</li> </ul>
<p>Tobacco Control Evaluation Center University of California, Davis <a href="http://tobaccoeval.ucdavis.edu/">http://tobaccoeval.ucdavis.edu/</a> Established: 2004</p>	<p>Local health departments and community-based organizations funded by CTCP</p>	<ul style="list-style-type: none"> <li>Maintain a data base of evaluation instruments and survey items which includes: observation, key informant interviews, polls, satisfaction surveys, and focus group questions in multiple languages</li> <li>Tip sheets, tools, and guides on data</li> </ul>

		<p>collection methods, sampling, analysis, and report writing</p> <ul style="list-style-type: none"> <li>▪ Technical assistance is provided through individual consultation, in-person and webinar trainings</li> <li>▪ Rate the quality of final evaluation reports submitted to CTCP and provide feedback to projects</li> </ul>
<p>Tobacco Educational and Materials Lab University of Southern California <a href="http://teamlab.usc.edu/">http://teamlab.usc.edu/</a> Established: 2009</p>	<p>Local health departments and community-based organizations funded by CTCP</p>	<ul style="list-style-type: none"> <li>▪ Technical assistance via personalized email and telephone consultations, in-person and webinar trainings related to development of high quality tobacco educational materials. Topics include: developing a health communications plan, message framing, testing materials, literacy, and cultural considerations</li> <li>▪ Develop materials to support advocacy campaigns and the implementation of new state laws</li> <li>▪ Coordinate the review, approval, and feedback to projects about educational materials selected for statewide distribution</li> </ul>
<p>Tobacco Education Clearinghouse of California ETR Associates <a href="http://www.tobaccofreecatalog.org/">http://www.tobaccofreecatalog.org/</a> Established: 2005</p>	<p>Bulk order of educational materials is available to CTCP-funded agencies and to public and private agencies throughout the U.S. Library research services are only available to CTCP-funded projects</p>	<ul style="list-style-type: none"> <li>▪ Provide bulk printing and distribution of educational materials</li> <li>▪ Maintain a special library collection and lending library which includes full service reference and search services, electronic newsletters</li> </ul>